

MEDIA COMMUNICATION AT UNIVERSITIES IN CHINA: EVOLUTION, TRENDS, AND CHARACTERISTICS

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This paper discusses the evolution of media communication in universities, including the development of traditional media and digital media. It analyzes the trend of media communication in universities, including the rise of social media, the popularity of mobile Internet, and the application of virtual reality and augmented reality technology. It reveals the characteristics of media communication in contemporary higher education.

Keywords : university; media communication; evolution; trend; characteristic.

МЕДИАКОММУНИКАЦИЯ В УНИВЕРСИТЕТАХ КИТАЯ: СТАНОВЛЕНИЕ, РАЗВИТИЕ, ХАРАКТЕРИСТИКИ

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В данном материале рассматривается эволюция медиакоммуникаций в университетах, включая развитие традиционных и цифровых медиа. Анализируются тенденции развития медиакоммуникаций в университетах, включая рост социальных сетей, популярность мобильного интернета, применение технологий виртуальной и дополненной реальности. Раскрываются особенности медиакоммуникации в современном высшем образовании.

Ключевые слова: университет; медиакоммуникация; эволюция; тенденция; характеристика.

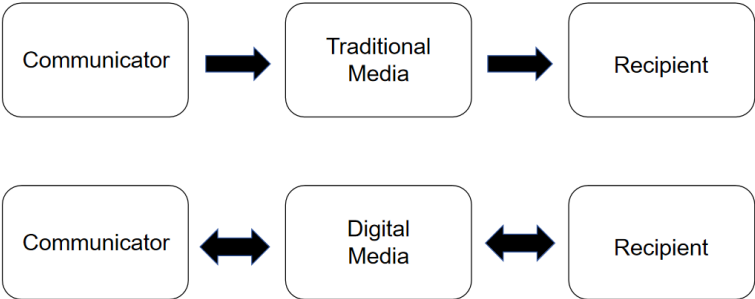
Media communication has undergone significant transformations in the realm of higher education institutions. As universities strive to adapt to the digital era, media communication has emerged as an essential component in disseminating information, fostering academic exchange, and promoting social progress. This paper investigates the evolution, trends, and characteristics of media communication at universities, shedding light on its multifaceted impact and implications.

The historical development of media communication in universities can be traced back to the early adoption of traditional media channels, such as print publications, radio, and television. These media served as primary platforms for conveying academic research, institutional news, and educational resources. Over time, the advent of digital media revolutionized the landscape of media communication, enabling universities to harness the power of the internet, websites, and email to reach wider audiences and engage with stakeholders more effectively.

In people's inherent impression and memory, traditional media seem to be able to carry more people's understanding of "communication". But with the development of times, such memories have gradually become the past. The change brought about by the Internet, mobile clients, small programs and other new media is the choice and necessity of times. Since the 1990s, the phenomenon of integration with new media has appeared in traditional media. The so-called media integration, that is, relying on information digital technology, gradually realizes the dilution of media boundaries and even integration.

In August 2014, the Guiding Opinions on Promoting the Convergent Development of Traditional Media and Emerging Media was deliberated and adopted, laying a foundation for the development background and direction of the media convergence in the new era. The Opinions pointed out that traditional media and new media should complement each other and develop in one way. On the road of promoting the integrated development of media, we should adhere to the integration of development, advanced technology as the support and content construction as the fundamental, and promote the deep integration of traditional media and new media in content, channel, platform, operation and management [1].

Through our analysis of the characteristics of traditional media reading and new media reading, we have constructed a model of the connection between traditional media and digital media between communicators and recipients.



Media communication and acceptance connection framework.

The communication mode of traditional media is a linear single transmission, while the communication mode of digital media is two-way. The receiver not only plays the role of the receiver, but also can act as the decision maker of the communication, so the relationship between the disseminator and the receiver is narrowed, and the gap is narrowing. The value of reading in the new media era is not only reflected in the paper media and text reading beyond the traditional sense, but also in the reading process of readers, who not only contact and digest the reading content, not only participate in information consumption, but also give feedback to the information consumed, so as to change to the information producer [2]. In today's new media forms such as Weibo, wechat, small programs and APP, users can realize the interaction of their views between other receivers or information transmitters while receiving information.

As a special form of media, the biggest difference between university campus media and general media lies in its commercialization and operation mode. However, the above characteristics of traditional media and digital media are still applicable to campus media.

In recent years, several prominent trends have shaped media communication practices at universities. Firstly, the rise of social media platforms in China , such as Wechat, Weibo, and Tiktok, has transformed the way universities interact with students, faculty, alumni, and the general public. Social media facilitates real-time communication, encourages community-building, and provides platforms for sharing academic achievements, campus events, and institutional updates. Secondly, the widespread adoption of mobile Internet has made universities increasingly accessible to a global audience. Mobile applications, optimized websites, and online learning platforms have facilitated seamless communication and knowledge dissemination. Lastly, the integration of virtual reality and augmented reality technologies has opened new avenues for immersive learning experiences, virtual campus tours, and interactive content delivery.

Media communication at universities possesses distinct characteristics that differentiate it from other sectors. Firstly, academic rigor and intellectual discourse underpin the content shared through various media channels, ensuring the dissemination of credible and reliable information. Secondly, the emphasis on educational objectives and research endeavors guides the selection and creation of media content, fostering a culture of knowledge sharing and discovery. Additionally, media communication at universities prioritizes inclusivity and diversity, promoting equal access to educational resources and celebrating the voices and achievements of a diverse student and faculty body.

Media communication has brought new changes to college students' life and learning styles of college students. With the combination of traditional

media and digital media, the campus culture has been enriched to a great extent. The combination with the university campus culture makes the university media communication present the characteristics of dynamic, autonomy and diversity.

-Dynamic: the emergence of digital media around the Internet as the core, it is different from the traditional form of media relatively static, conservative, inflexible, but presents a real-time update, rich content, interactive characteristics it through the "media linkage", "resource sharing" transmission between two terminals, connecting the computer network and mobile network and various readers, thus formed the "streaming media" phenomenon. Real-time updated news on the Internet, hot topics concerned by students, and major events around the world can be quickly shared through mobile Internet access. College students can get the latest information at home and abroad in the first time as long as they get online through mobile Internet. The rapid spread of Internet hot spots, such as international politics, major news in domestic provinces and cities, and even helping the elderly wrestling on the roadside, can make college students get attention and participate in discussions through the Internet in the first time. The efficient and dynamic communication characteristics of digital media enable the majority of college students to obtain information faster and more accurately, broaden the scope of knowledge, and enable the university media communication to keep pace with The Times and present the characteristics of dynamic communication.

-Autonomy: Under the condition of digital media technology, people's autonomy is increasing."The direct result of the cultural influence carried by Internet technology is the development of socialization from elite culture to popularization. This development trend changes the unidirection and passivity in information dissemination and acceptance of mass culture communication in the past, and begins to move towards comprehensive two-way communication and timely interaction."[3] More and more media are catering to the needs of individual interaction, such as Weibo, wechat and other interactions to enhance the subjectivity of college students, but also improve the autonomy of college students. The rapid rise of digital media has brought more space for teachers and students to choose independently, who can choose information, choose circle of friends, etc. At the same time, digital media platform provides an effective way for teachers and students to study independently and cultivate independent research ability to some extent. The emergence of digital library, the application of search engines and the emergence of various periodical databases have brought great convenience to the learning of students and teachers. Students and teachers use these new media to freely read professional books and understand the academic frontier. The popular online new media has increased the interest of students and teachers in learning, and enhanced their

initiative in learning knowledge and academic research. The increasing initiative of university teachers and students will certainly promote the characteristics of autonomy to a greater extent.

-Diversity: Digital media constantly presents the characteristics of diversity, which promotes the university media communication to gradually present the characteristics of diversity. In the past, college campuses used traditional media platforms such as school newspapers, campus radio and bulletin boards to spread information. Now, with the emergence of digital media, these platforms are gradually replaced by new digital media platforms such as campus network, microblog and WeChat. Compared with previous platforms, college students can obtain information and express their opinions more quickly and conveniently, thus elevating the development of campus culture to a new height. With the advantages of digital media, we can make full use of these platforms and combine them with various network tools, to find more communication paths, and to deliver effective information to college students in a convenient and efficient way. College students can use the public accounts on Weibo, WeChat and other platforms to obtain information about study, activities, job hunting, and closely related to students. They can also use campus forums and other platforms to make friends with more students, exchange all kinds of joys and sorrows encountered in university life... diversified digital media platforms provide a more convenient way and platform for the development and promotion of university media communication, so as to promote the diversity of university media communication and promote the development of campus culture.

In conclusion, media communication at universities has evolved significantly, driven by the rapid advancements in information technology and the demands of a globalized world. The adoption of digital media, the rise of social media, the ubiquity of mobile Internet, and the integration of virtual reality and augmented reality technologies have reshaped the landscape of media communication in higher education institutions. Understanding the evolution, trends, and characteristics of media communication in universities is crucial for effectively leveraging its potential in fostering academic excellence, knowledge dissemination, and societal impact.

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